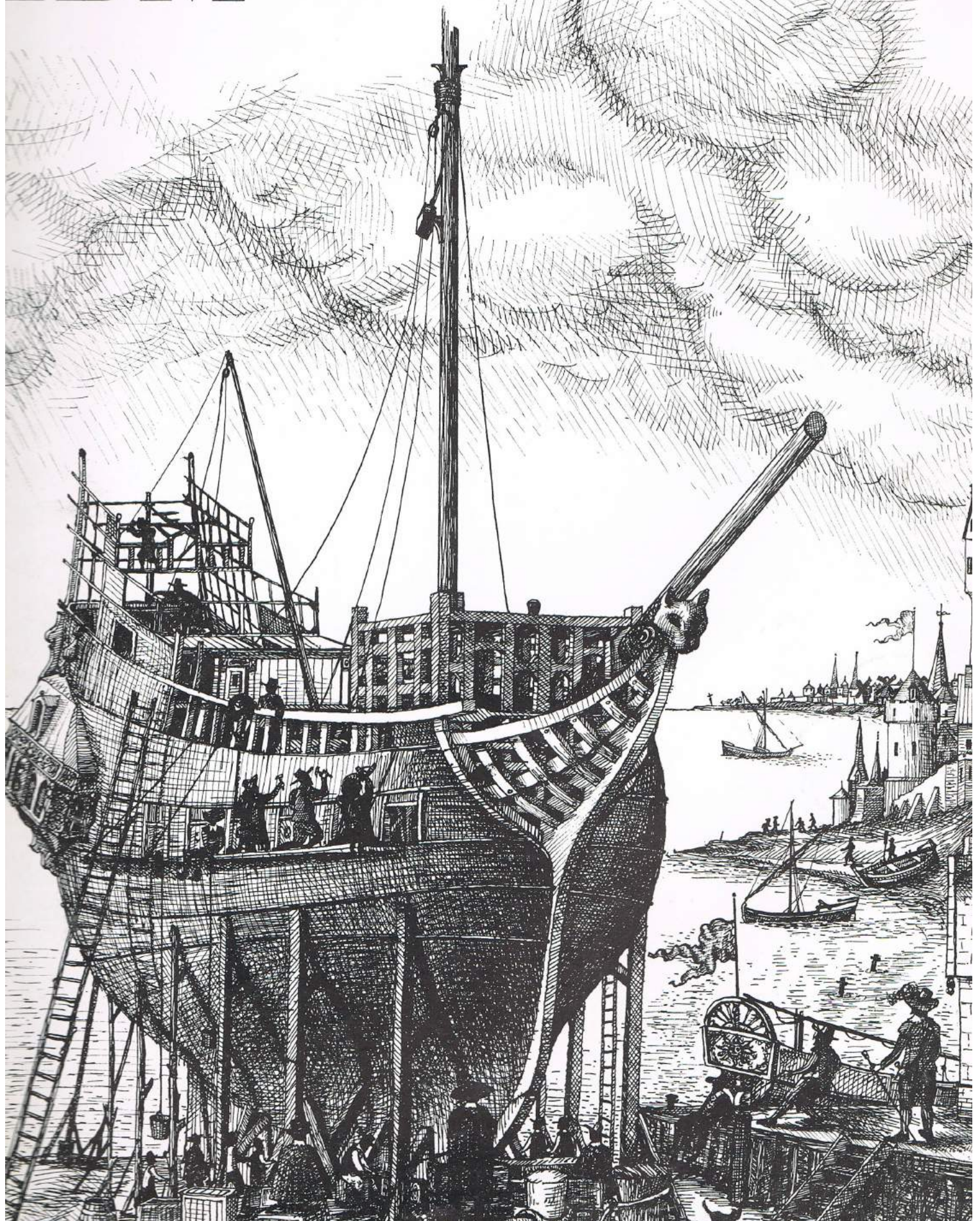
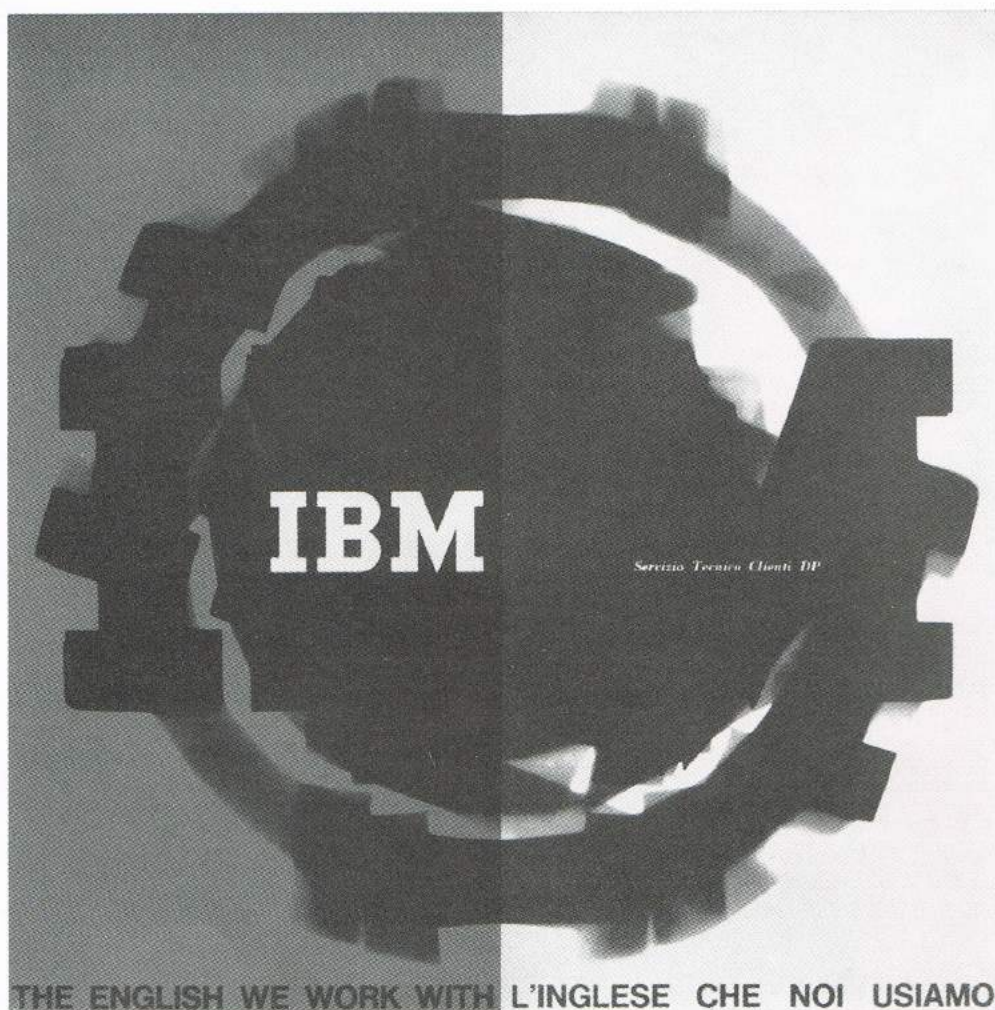


# IBM

IBM World Trade News July-Aug. 1963







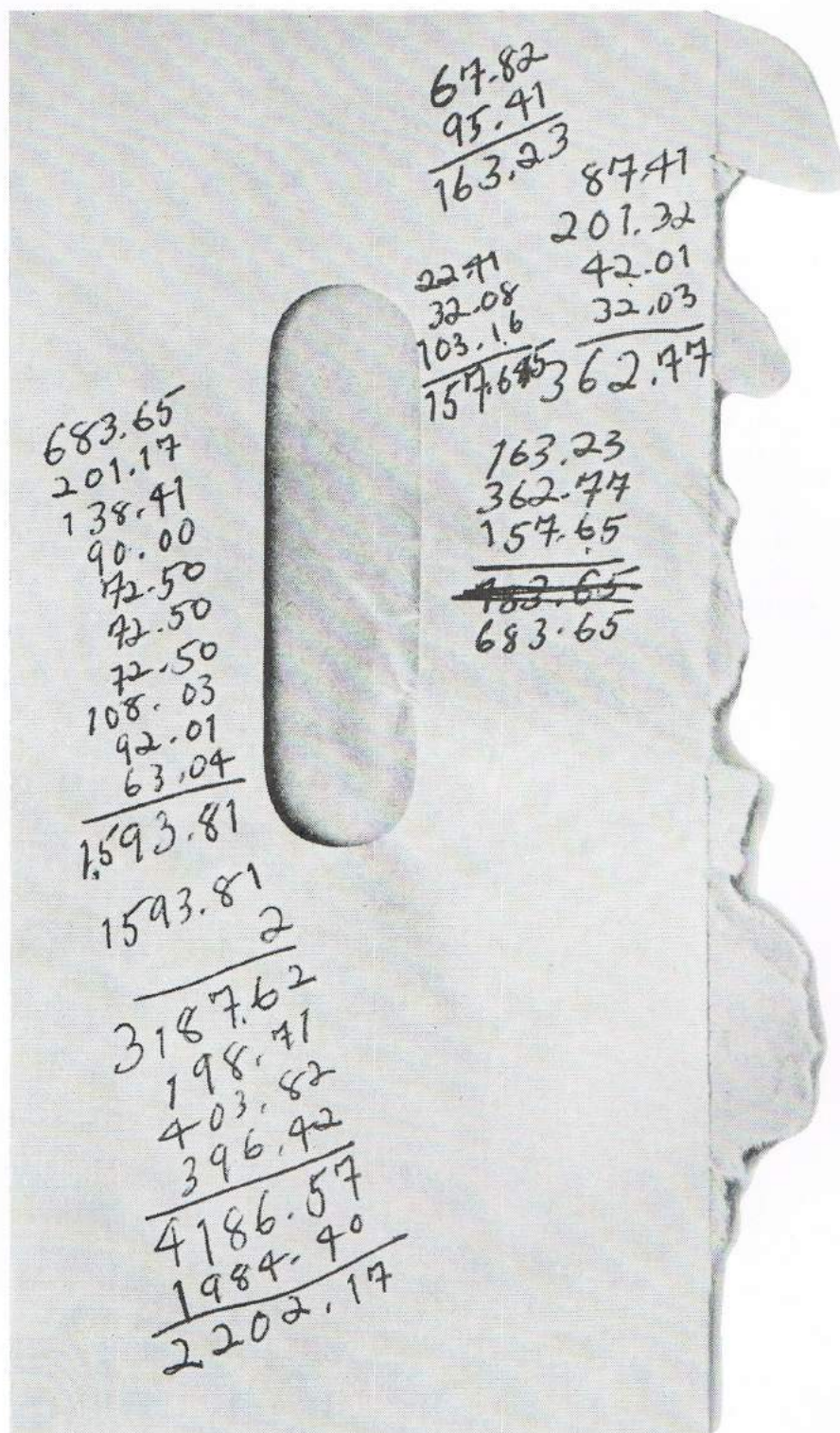
Antonio Nardi has had his suspicions confirmed: Customer Engineers who read English with ease often falter when confronted with spoken English. Confirmation took place at the 1960 European Hundred Percent Club, where CE Plant Manager Nardi noted the language difficulties at lectures and workshops. When he returned to Milan, he decided to take action.

As a CE himself, Mr. Nardi was aware of the many brochures and pieces of technical literature which customer engineers absorb yearly. These are usually written in English. Thus a CE's command of written English is constantly sharpened; it is his facility with the spoken English word which needs a keener edge.

To solve this problem, Mr. Nardi, assisted by Customer Engineer E. Gandolfi and an English teacher, turned to the phonograph record. Nine months later, they had produced their own audio-lingual English course. Entitled "The English We Work With," it consists of 32 lessons on, for example, "The IBM Card," as well as various machines and subjects with which all CEs are well acquainted. Users of the course can listen to the lessons spoken on six long-playing records, while following them with an illustrated text.

The contribution of Messrs. Nardi and Gandolfi is not limited to the production of this record course. They deserve particular credit for having dramatized the need for English course materials through which both spoken and written English may be learned with ease.





## The world's most expensive computer

Envelopes are great. Nothing quite like them for doing some pencil reckoning. To get a rough idea of where you've been. Or a quick tally on where you stand. Or even a boxcar figure on where you're going.

But don't count on envelope scribbles when you're making a final decision. When you have to be specific and sure. When rough figures might add up to a breath-taking loss.

That's when you toss away envelopes and pencil stubs, and turn to IBM data processing. An IBM system can handle the necessary variables—do precise figuring—give the hard information you need in time for decision. And action.

It isn't the cost of IBM data processing that counts: it's how much it can save you. Compared to that, envelopes get more and more expensive.

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**IBM**





## Paper work . . .



## working paper

That's an impressive row of filing cabinets. Papers never had a better time of it. They have nothing to do but lie there. Getting anything out of them is *your* problem.

The IBM punched card is another matter. It is probably the busiest piece of paper in the world. Those punched holes in the 80 trim vertical columns stand for the letters and digits of business records.

In punched card accounting, these cards actually go to work for you—because they can be processed automatically. Quickly. To update an inventory, for instance. Prepare bills. Make up payrolls. Keep the books. Handle most other routine accounting. Give you time to solve *real* problems.

Instead of stuffing paper work into your files, why not cut it down to size? Punched card size.

IBM WORLD TRADE CORPORATION **IBM**





## **This is the first passenger flight of the Caravelle**

(IT HAPPENED MORE THAN A YEAR BEFORE THE FIRST PASSENGER WENT ABOARD)

The Caravelle was a beauty—even as a prototype. No question of her flying skill. But what about her profit potential?

To find out, the Caravelle was "test flown" on an IBM computer. Scores of possible flight paths to a given destination were checked for on-time operating economy. Then variables were scrambled in—passenger/freight loads, fuel reserves, runway sizes, head winds. Finally, the tests were repeated for *each* flight path of *all* other possible routes.

With this technique, business or scientific problems are simulated mathematically on an IBM computer. Several firms have used it to devise inventory systems. It has even helped a brokerage house build a communications network for its scores of branch offices.

The Caravelle was a success—before the first ticket was sold. Next time you plan a costly project, make your own "test flight" first—before the first dollar is spent.

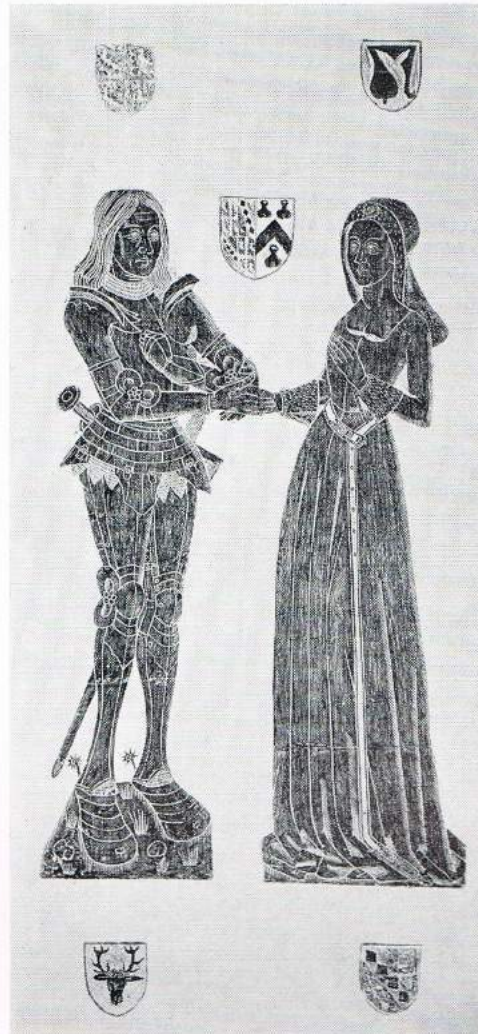
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*This advertisement is appearing in selected international publications.*



## The Brasses of Britain



To give IBM Gallery visitors in New York a view of life in the Middle Ages, British sculptor Michael Black has created 44 rubbings for an exhibit called "Monumental Brass Rubbings of Great Britain."

Engraved brasses are flat plates of bronze, up to eight feet long, usually set in the stone floor of a church above a grave. Over 10,000 English brasses survive the 1277-1640 period. They are personal memorials to knights, scholars, priests, and ladies who lived during that span of history.

Brass rubbings or prints are made by placing thin white paper on the brass, carefully sketching in the figure and rubbing with a special black wax known as "heel ball" to achieve details of the engraving. The rubbing is then mounted on fine linen for durability.

$$1101=13$$

## **This kind of arithmetic can do 3 days' bookkeeping in 3 hours**

The kind of arithmetic IBM computers use might not make much sense to most people. No matter—it's mostly for computers. You don't have to learn it.

What does matter is this: the computer—working only with 1 and 0, something and nothing—figures at electronic speed. With this binary, two-finger arithmetic, it can deftly handle knotty data processing problems, computing in millions if need be. In seconds.

For instance, an insurance firm now processes data on an IBM computer in only 3 hours. It used to take 3 days. Another reduces policy issue time from 3 days to 1 day—providing monthly and quarterly reports 9 days earlier. A railroad updates a 90,000-item inventory, with 40,000 transactions, in half an hour—and closes its books 4 days after month end.

Using this kind of arithmetic, computers make paper work almost as simple as  $1+1$ . And that's good business—for business.

*This advertisement is appearing in selected international publications.*

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